

MARKETING, MEDIA AND COMMUNICATIONS POLICY

Date approved:		Date policy will take effect:		Date of Next Review:	
Approved by:	University Council				
Custodian title & e-mail address:	Deputy Vice-Chancellor (Academic)				
Author:	Senior Manager, Strategic Marketing and Communications Unit				
Responsible Faculty/ Division & Unit:	Strategic Marketing and Communications Unit				
Supporting documents, procedures & forms of this policy:	<p>UOW Brand Guidelines</p> <p>Production of Marketing Material Guidelines (<i>currently in development</i>)</p> <p>Use of the University Name by Third Parties Policy</p> <p>Use of the University Name in Public Statements Policy</p> <p>Delegations of Authority Policy</p> <p>University Code of Conduct</p> <p>Student Conduct Rules</p> <p>Respect for Diversity Policy</p> <p>Inclusive Language Guideline</p> <p>Privacy Policy</p> <p>Strategic Plan 2013 – 2018</p> <p>University of Wollongong (Academic Staff) Enterprise Agreement 2015</p> <p>University of Wollongong (General Staff) Enterprise Agreement 2014</p> <p>IP Intellectual Property Policy</p> <p>General Staff Misconduct Guidelines</p> <p>Social Media Policy (<i>currently in development</i>)</p> <p>Social Media Design and Brand Style Guide</p> <p>Website Design and Brand Style Guide</p> <p>Web Management Policy</p> <p>Email Signature Procedure</p> <p>Stationery Procedure</p> <p>Signage Design and Production Guidelines</p> <p>Purchasing and Procurement Policy</p> <p>Philanthropic Fundraising, Gift Acceptance and Recognition Policy</p> <p>Community Investment Policy</p>				
References &	Education Services to Overseas Students Act, 2000 (Commonwealth)				

Legislation:	The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007 Copyright Act 1968 (Commonwealth) Trade Marks Act 1995 (Commonwealth) Competition and Consumer Act 2010 (Commonwealth)
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1 Purpose of Policy

1. This policy is designed to provide a framework for the University of Wollongong (UOW) to:
 - manage its marketing, communications, media and public relations activities in order to strategically connect with its stakeholders;
 - embed processes which manage UOW's brand, enhance its reputation and support its strategic goals and vision; and
 - manage the use of UOW Marks internally, externally, when used by others and when UOW uses other brands in conjunction with its own.
2. This policy replaces the Production of Marketing Material and Use of the UOW Brand Policy.

2 Definitions

Word/Term	Definition
Advertising	A form of communication used to convince a target audience to take a course of action; for example to study at, work at or donate to UOW, through paid channels such as print, outdoor, magazine, digital, video, television, cinema and radio, and "Advertisement" has a like meaning.
Brand Architecture	The representation, naming and structure of UOW Marks, to demonstrate how they are interrelated, as outlined in the UOW Brand Guidelines.
Brand Guidelines	Guiding principles and requirements which establish, implement and protect all elements of a brand. They are internal tools to act as a guide to ensure consistency in the way we communicate, both visually and with language.
Creative Service Providers	Is as described in section 10(1) of this policy.
Community Sponsorship	Is as described in section 12(3) of this policy.
Digital Media	Images and content, whether audio, audiovisual or written, that exists in a digital format, and resides on a local device (CD, DVD, hard drive) or remote location (website).
External Audience	Individuals who are not in the UOW Community.
Internal Audience	Individuals who are in the UOW Community. For the purposes of this policy, it also includes individuals who receive Promotional Communications and UOW Wide Communications developed by the Advancement Division for alumni relations and community engagement activities.
Mark	Logo
Marketing Sponsorship	Is as described in section 12(7) of this policy.
Media	Free or paid services and products which publish news, information or

	entertainment to audiences in Australia and/or other countries. Such services and products include: printed publications such as newspapers and magazines; television and radio broadcasting services; and online and digital products and services such as websites, email newsletters (e-newsletters), blogs, webcasts, streaming services, podcasts, vodcasts, online magazines and e-publications.
Others in the UOW Community	Persons who hold Honorary or Visiting appointments with UOW, in conjunction with UOW's Appointment of Visiting and Honorary Academics Policy and University Honorary Award recipients (including University Fellows, Emeritus Professors and Honorary Doctorate recipients).
Print Materials	All printed materials and electronic formats of items such as magazines, newspapers, newsletters, flyers, brochures, booklets, books produced by UOW to promote its operations or activities. It also includes corporate stationery such as printed letterhead, electronic letterhead, with compliment slips and business cards.
Promotional Communications	Communications, material and merchandising created by or for UOW to use in all media and/or other formats to promote a product, service or an area of UOW to a specific audience. Such materials include, but are not limited to Print Materials, print or online Advertisements, television commercials, Digital Media, Social Media and all forms of branded merchandise, gifts and giveaways.
Publication	Printing, issuing, reproducing, making available or otherwise conveying Promotional Communications for or about UOW or material containing some reference to UOW, and "publish" has a like meaning.
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Public Relations	The relationships between the University of Wollongong and its stakeholders and the activities undertaken to shape and manage those relationships.
Senior Executive	Includes the following positions: Vice-Chancellor, Deputy Vice-Chancellor (Global Strategy), Deputy Vice-Chancellor (Research and Innovation), Deputy Vice-Chancellor (Academic), Chief Administrative Officer and Chief Finance Officer.
Social Media	Websites and applications that enable users to create and share information or ideas with others or to participate in social networking, whether known now or developed in the future.
Sponsorship	An alliance, collaboration or other relationship between UOW and a Third Party, in which one party provides funding, resources or in kind services to the other party, in return for benefits such as rights of association for commercial and/or reputational advantage.
Staff	All persons engaged by UOW as academic or professional services staff regardless of their level classification. For the purposes of this policy, it also includes all persons engaged by UOW as casual employees.
Student	A person enrolled to study or registered for a course at UOW, whether undergraduate or postgraduate, research, domestic or international, part-time or full-time.
Sub Brand	An approved UOW entity, research centre or activity with approval to commission and use a Mark and/or brand elements deliberately designed to differentiate it from the UOW Master Brand while still returning value to the UOW Master Brand.

Sub Brand Guidelines	Guiding principles and requirements which establish, implement and protect all elements of an approved Sub Brand. They are an internal tool, to ensure consistency in the way we communicate, both visually and with language.
Sub Brand Mark	Approved Mark designed to differentiate it from the UOW Master Brand.
Sub Brand Manager	The UOW Staff member ultimately responsible for overseeing the promotion of the Sub Brand to all relevant audiences, and ensuring that its Promotional Communications accurately and professionally reflect the Sub Brand Guidelines, including the Sub Brand Mark.
Third Party	An organisation, company or individual external to UOW.
Unauthorised Use	Use of any UOW brand element not in compliance with this policy and the UOW Brand Guidelines.
UOW Community	Includes Staff, Students and Others in the UOW Community.
UOW Mark	All or any brand marks, Sub Brand Marks and UOW Trade Marks that identify UOW (also known as logos) and can include visual identity elements (font, colours, images, graphic devices and style), the language system and tone of voice (the way UOW sounds in its written, spoken or heard communications). Examples are the Sub Brand Marks and the UOW Master Brand Mark.
UOW Master Brand Mark	The master brand mark of UOW, also known as a logo, incorporates two elements; the UOW crest and the words "University of Wollongong Australia". DRAFT (Faculty, School or Department).
UOW Name	Is as described in section 7(1) of this policy.
UOW Trade Mark	Includes the UOW Master Brand Mark, Sub Brand Marks, UOW Trade Marks and trading names of UOW, whether registered or unregistered. It does not include a brand Mark that is not used with, or derived from, the UOW Master Brand Mark.
UOW Wide Communications	Communications developed to promote all or many parts of UOW to many audiences. This includes but is not limited to Promotional Communications about graduation, international partnerships, research outcomes or collaborations, community engagement, working at UOW, alumni relations and philanthropic fundraising.

3 Application & Scope

1. This policy applies to all Promotional Communications developed by the UOW Community.
2. This policy is supported by and should be read in conjunction with the UOW Brand Guidelines and the Production of Marketing Material Guidelines.
3. This policy does not apply to UOW controlled entities (UOW Enterprises, UOW College, UOW in Dubai, UniCentre and URAC) or affiliated entities (IHMRI), however these controlled entities are expected to have their own equivalent Marketing, Media and Communications policies that are endorsed by the Deputy Vice-Chancellor (Global Academic).
4. For clarity, this policy applies to Students, except to the extent they are required to develop materials for learning purposes which will not be released publicly.

5. All Promotional Communications and UOW Wide Communications must comply with all relevant legislation, such as the *Copyright Act 1968* (Commonwealth), *Trade Marks Act 1995* (Commonwealth) and *Competition and Consumer Act 2010* (Commonwealth).
6. All Promotional Communications produced by Staff must comply with University conduct policies such as the University Code of Conduct, Respect for Diversity Policy, Privacy Policy and the Inclusive Language Guidelines.
7. Where this policy refers to the title of a position at UOW, that reference is taken to include any future change in title for that position, provided the position is substantively the same.

4 UOW Marks and Brand Identity

1. The UOW brand is a valuable asset and is integral to UOW's image and reputation as perceived by stakeholders and the general public. It expresses its mission and values, strategic vision, culture and purpose of UOW.
2. The Vice-Chancellor has primary oversight of the UOW brand.
3. The Deputy Vice-Chancellor (Academic) is responsible for the Strategic Marketing and Communications Unit, who develops, manages and maintains all UOW Marks and Brand Guidelines.

UOW Marks

4. The UOW Master Brand Mark is the main visual identifier for UOW.
5. The appearance of a UOW Mark on any Promotional Communications implies a level of endorsement by UOW of that message to the intended audience.
6. Any Promotional Communications or UOW Wide Communications developed for, or able to be accessed by, an External Audience, must use the UOW Master Brand Mark.
7. An approved Sub Brand Mark may be used in Promotional Communications, developed for, or able to be accessed by, an External Audience, where the communication solely or predominantly relates to that Sub Brand.
8. All UOW Marks, including proposed new marks, must be developed by the Strategic Marketing and Communications Unit, to ensure they are in line with UOW's approved Brand Architecture, as outlined in the Brand Guidelines.
9. Any variations or exceptions to the use and application of a UOW Mark must be approved by the relevant Senior Executive portfolio owner, through the Strategic Marketing and Communications Unit, in accordance with Section 5 of this policy.

Brand Guidelines

10. The Brand Guidelines are the main reference point for using the UOW brand.
11. All Promotional Communications or UOW Wide Communications must use a UOW Mark and must accurately and professionally reflect the UOW brand identity, as outlined in the Brand Guidelines, or approved Sub Brand Guidelines, where the context permits.

Sub Brand Marks

12. Approved Sub Brand Marks exist for some entities, research centres or activities. These are outlined in the Brand Guidelines.
13. Where an area of UOW wishes to develop a Sub Brand Mark, they must:
 - a) forward a request to the Senior Manager, Strategic Marketing and Communications, who will review the request and seek approval from the relevant Senior Executive portfolio owner and the Deputy Vice-Chancellor (Academic); and
 - b) have approval from the relevant Senior Executive portfolio owner and the Deputy Vice-Chancellor (Academic) for that Sub Brand Mark development;

before that Sub Brand Mark is developed or used.

14. The development of a Sub Brand Mark will only be approved:
 - a) where a member of the Senior Executive is satisfied that the functions or activities of the proposed area that the Sub Brand Mark would apply to is separate from those of UOW, or where the development of a Sub Brand Mark would substantially improve the capacity of the area of UOW to market its goods or services in a competitive market; and/or
 - b) where UOW, through a member of the Senior Executive, has entered into a legal agreement involving the establishment of a distinct or separate entity and, by agreement of the parties, the development of a Sub Brand Mark is expressly approved in the agreement.
15. Ongoing use of Sub Brand Marks in marketing and Promotional Communications must be determined and agreed between the relevant Senior Executive portfolio owner and Sub Brand manager at the time of establishment, or annually, as agreed by the relevant parties.
16. Approval to use a Sub Brand Mark must be sought and given consistently with the approval process for UOW Marks specified in Section 5 of this policy.
17. Record keeping for the approval of Sub Brand Marks used in Promotional Communications is the responsibility of the Sub Brand manager or their nominee.

UOW Trade Marks

18. UOW has a number of registered and unregistered trade marks.
 19. Where Staff wish to develop a UOW Trade Mark, they must:
 - (a) forward a request to the Senior Manager, Strategic Marketing and Communications, who will review the request and seek approval from the Chief Administrative Officer; and
 - (b) have approval from the Chief Administrative Officer for development of that UOW Trade
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- before that trade mark is developed or used.
20. Where a Faculty, Division or area of UOW wishes for the relevant UOW Trade Mark to be registered, and the relevant Senior Executive portfolio owner agrees, that Faculty, Division or area of UOW must:
 - (a) provide instructions to the Legal Services Unit who will manage the registration; and
 - (b) ensure that the Faculty, Division or area pays for all examination, registration and other costs associated with that registration.
 21. Where a Trade Mark relates to commercial research conducted by Staff or Students, input and approval must also be sought from the Director, Innovation and Commercial Research.
 22. Development of a UOW Trade Mark must be done in accordance with the processes outlined in the Brand Guidelines.

5 Approval to use a UOW Mark

1. Approval to use a UOW Mark falls into four categories, as outlined below.

Pre-approved Use:

- (a) There are a range of approved branded templates that have been developed by the Strategic Marketing and Communications Unit for the UOW Community to use when developing Promotional Communications for an Internal Audience.
- (b) In the examples outlined below, the use of a UOW Mark in an approved branded template is pre-approved:
 - i. lecture materials developed by Staff for dissemination to Students;
 - ii. conference presentations developed by Staff (this does not include conference

- sponsorship – refer to “Third Parties” section below);
- iii. event invitations, when UOW is hosting the event for an Internal Audience;
- iv. official stationery ordered through UOW's Print and Distribution Services, in accordance with the Stationery Procedure;
- v. approved UOW email signatures developed in accordance with the Email Signature Procedure;
- vi. Promotional Communications developed by a Third Party, where a signed agreement exists between UOW and the Third Party (for example an offshore education partner) and that agreement sets out brand usage parameters, including in what Promotional Communications the UOW Mark and UOW Name will be used for the duration of the agreement.
- vii. Staff research papers; and
- viii. Student research papers, where the research is conducted as a requirement to complete the course.

Internal Audience – requiring approval:

- (c) In instances where a UOW Mark is used in Promotional Communications developed for an Internal Audience, and that Promotional Communication is not identified in Section 5 (1) (b) above, that Promotional Communication will require review and approval by the relevant Faculty Executive Manager or Senior Manager, for compliance with the Brand Guidelines.
- (d) Examples of Promotional Communications for an Internal Audience requiring approval include, but are not limited to:
 - i. Promotional Communications developed for an on-shore campus solely intended to DRAFT and
 - ii. Branded merchandise which uses a UOW Mark and will be gifted to, or used solely by, the UOW Community,

External Audience:

- (e) Requests to use a UOW Mark in Promotional Communications or UOW Wide Communications for publication to an External Audience must be submitted to the Senior Manager, Strategic Marketing and Communications, for review and approval, prior to finalisation or Publication. This submission must be accompanied by an endorsement from the relevant Executive Dean or Director of the area responsible for developing the communication.
- (f) The Senior Manager, Strategic Marketing and Communications will use the following criteria when determining whether to escalate approval to the relevant Senior Executive portfolio owner:
 - i. The potential reach of the Promotional Communication and how widely it may be seen by the intended target market;
 - ii. The potential impact of the Promotional Communication to UOW's brand and reputation;
 - iii. The strategic importance of the Promotional Communication;
 - iv. The intended audience execution and the impact or relationship the Promotional Communication may have to other campaigns and/or Promotional Communications; and/or
 - v. The monetary value of the Promotional Communication and/or associated campaign(s).
- (g) Examples of use of a UOW Mark for publication to an External Audience include, but are not limited to:

- i. Promotional Communications or UOW Wide Communications developed to promote a public event, conference or other form of gathering, whether held on a UOW campus or externally;
 - ii. Any form of outdoor, print, television, cinema, radio or digital Advertising;
 - iii. Promotional Communications or UOW Wide Communications developed to promote UOW at a trade show, trade fair, exhibition or expo, or other sales related event and
 - iv. Branded merchandise, where it is to be gifted to an External Audience.
- (h) Use of a UOW Mark in an approved Staff recruitment advertising template to be published to an External Audience does not need to be submitted to the Senior Manager, Strategic Marketing and Communications for review and approval.
 - (i) Promotional Communications and UOW Wide Communications developed for alumni relations, community engagement or philanthropic activities must be approved by the Director, Advancement Division.
 - (j) In circumstances where a UOW Mark will be used in Promotional Communications intended for both an Internal Audience and External Audience, approval must be sought from the relevant Senior Executive portfolio owner. Requests for such use must be submitted to the Senior Manager, Strategic Marketing and Communications, prior to finalisation or Publication, who will facilitate the approval process.
 - (k) Requests to use a UOW Mark by UOW Student clubs, societies and sporting groups, registered with URAC or UniCentre, to promote an activity or event, whether held on a UOW campus or externally must be approved by the Chief Administrative Officer, in accordance with the Use of the University Name by Third Parties policy.

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Third Parties:

- (l) Requests by a Third Party to use a UOW Mark must be approved by the Chief Administrative Officer, in accordance with the Use of the University Name by Third Parties Policy.
- (m) Requests must be submitted to the Senior Manager, Strategic Marketing and Communications who will facilitate the approval process.
- (n) Requests for the use of a UOW Mark by a Third Party will be assessed against the criteria stated in the Use of the University Name by Third Parties Policy. The following conditions will also be considered in the assessment process:
 - 1. When used in conjunction with a Third Party mark, a UOW Mark must be either dominant or equally visually prominent to the Third Party mark, where appropriate;
 - 2. A UOW Mark must not be manipulated in any manner except for the proportional scaling of the graphic as a whole element;
 - 3. A UOW Mark must not be used in a misleading or deceptive way, for example where use of the UOW Mark might falsely represent or imply UOW endorsement of products or services;
 - 4. A Third Party permitted to use a UOW Mark must not purport to bind the UOW or make any representations on UOW's behalf unless otherwise approved in writing by UOW;
 - 5. The Strategic Marketing and Communications Unit must review and approve the finished artwork or other material in which the UOW Mark is used by the Third Party before it is released, finalised, or Published; and
 - 6. UOW reserves the right to withdraw permission to use a UOW Mark at any time and for any reason.
- (o) Examples of Third Party use of a UOW Mark include, but are not limited to:

- i. Community or Marketing Sponsorships (such as conferences, events, exhibitions, partnerships with external organisations);
 - ii. Placement on an external website;
 - iii. Promotion of an event or activity for which UOW has agreed to be involved;
 - iv. Testamurs produced by a Third Party university, where UOW is a partner in the delivery of the course (note Council approval will also be required);
 - v. Promotion of UOW as a member of a professional association; or
 - vi. Promotion of an approved alliance, collaboration, or other relationship between UOW and Third Party.
- (p) The UOW Mark to be used by Third Parties shall be:
- 1. The UOW Master Brand Mark; or
 - 2. Where appropriate and approved, a relevant Sub Brand Mark.
- (q) The Strategic Marketing and Communications Unit will provide the appropriate UOW Mark, and stipulate parameters for use, to the Third Party after appropriate internal approval has been provided.

Record keeping requirements

- (r) The Strategic Marketing and Communications Unit will maintain electronic records of requests it receives to use a UOW Mark, internal approvals obtained, conditions of use, and where possible, a copy of the final artwork or other material in which the UOW Mark is used by the Third Party.
- (s) ~~Records relating to requests for approval to use a UOW Mark on Promotional~~
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Communications for publication to an Internal Audience, other than those listed in the "Pre-Approved Use" section above, must be kept by the relevant Executive Dean, Divisional Director, Faculty Executive Manager or their nominee.
- (t) Staff are encouraged to contact the Strategic Marketing and Communications Unit for clarification or advice regarding the approval processes to use a UOW Mark.

6 Unauthorised Use of a UOW Mark

- 1. All Staff are responsible for accurately, consistently and professionally promoting the UOW brand. As such they should advise the Strategic Marketing and Communications Unit of any Unauthorised Use of a UOW Mark that they become aware of.
- 2. Any Unauthorised Use of a UOW Mark is a breach of this policy and should be referred to the Strategic Marketing and Communications Unit for review.

Unauthorised Use by Staff and Others in the UOW Community

- 3. Where Staff make Unauthorised Use of a UOW Mark and that Unauthorised Use:
 - (a) is not considered by the Strategic Marketing and Communications Unit to be serious, the Strategic Marketing and Communications Unit will seek to resolve the matter informally and directly with the member of Staff and, where necessary, their supervisor;
 - (b) is considered by the Strategic Marketing and Communications Unit to be serious and/or continued Unauthorised Use, the Strategic Marketing and Communications Unit may refer the matter to the supervisor, Faculty Executive Manager, Executive Dean and/or the Human Resources Division to initiate disciplinary action in accordance with relevant UOW misconduct guidelines or procedures, applicable policies, enterprise agreements, industrial instruments or contracts.

Unauthorised Use by Students

4. Unauthorised Use of a UOW Mark by a Student will be resolved in accordance with relevant UOW policies, rules or guidelines in relation to Student misconduct.

Unauthorised Use by a Third Party

5. For Unauthorised Use of a UOW Mark by a Third Party, UOW will:
 - (a) contact the Third Party and manage the Unauthorised Use pursuant to the relevant contract or other arrangement as quickly as possible;
 - (b) where relevant, seek that any costs incurred in the removal or correction of the Unauthorised Use is met by the Third Party; and
 - (c) seek assurances from the Third Party that all reasonable steps will be undertaken to ensure that the Unauthorised Use does not recur.

7 Using the UOW name

1. The official name of the University is the "University of Wollongong", and the appropriate abbreviated name is "UOW" ("the UOW Name").
2. "Wollongong Uni", "Wollongong University", "Uni of Wollongong" or "UoW" are not correct and must not be used to refer to the University of Wollongong.
3. The UOW Name and/or UOW Mark may not be used for promotional purposes by a Third Party without prior written approval of the Chief Administrative Officer, arranged through the Senior Manager, Strategic Marketing and Communications, pursuant to section 5 of this policy.
4. UOW may set conditions of use of the UOW Name and/or UOW Mark by a Third Party, which may include that Third Party's compliance with this policy, the Brand Guidelines, the Use of the University Name in Public Statements policy, and the Use of the University Name by Third Parties policy.
5. Any Unauthorised Use of the UOW Name is a breach of the Use of the University Name by Third Parties policy, and should be referred to the delegates outlined in that policy.

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8 Marketing and Promotional Activities

1. Drafts of all Promotional Communications and UOW Wide Communications produced for an External Audience must be sent to the Strategic Marketing and Communications Unit for review and comment prior to finalisation or publication, in accordance with the process outlined in the Production of Marketing Material Guidelines.
2. Where UOW Wide Communications are developed for:
 - (a) domestic or international student recruitment purposes, to be recruited to onshore locations, input must also be sought from the Senior Manager, Student Recruitment;
 - (b) international student recruitment purposes, to be recruited to offshore partner locations, input must also be sought from the Director, Transnational Education and Alliances;
 - (c) the promotion of student mobility where domestic students travel offshore and international students travel onshore, input must also be sought from the Director, International Engagement and Coordination;
 - (d) Aboriginal & Torres Strait Islander audiences, input must also be sought from the Pro Vice-Chancellor (Inclusion and Outreach).
3. The UOW Mark to be used in Promotional Communications shall be:
 - (a) The UOW Master Brand Mark; or
 - (b) Where appropriate and approved, a relevant Sub Brand Mark.

Promotion of UOW Sub Brands

4. UOW has a number of entities, centres, programs and facilities that identify themselves with a Sub Brand Mark and in some cases, a different visual identity. These Sub Brands are outlined in the UOW Brand Guidelines.
5. Sub Brand managers are responsible for managing marketing and promotion of the Sub Brand in a way that is consistent with the approved Sub Brand Guidelines as well as UOW's brand and reputation.
6. In order to ensure that all Promotional Communications positively support the UOW brand and reputation, and align with strategic marketing initiatives and objectives, Sub Brand managers must keep the Strategic Marketing and Communications Unit informed in advance of their marketing, advertising and promotional activities using the Sub Brand Mark for each calendar year, or as otherwise agreed.
7. The Strategic Marketing and Communications Unit will manage development, approval and maintenance of Sub Brand Guidelines, in conjunction with each Sub Brand manager, the relevant Senior Executive portfolio owner and the Deputy Vice-Chancellor (Academic).

Using Sydney Business School and In2Uni Sub Brand Marks for Student Recruitment Activities

2. Promotional Communications for the Sydney Business School and In2Uni directly align with UOW's student recruitment activities. It is therefore important to ensure consistency across these activities.
3. Promotional Communications relating to student recruitment activities must be done with prior consultation with the Senior Manager, Strategic Marketing and Communications, the Senior Manager, Student Recruitment, and the relevant Senior Executive portfolio owner(s) as the context requires.

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4. For any Promotional Communications developed for offshore student recruitment related activities with an approved international education provider, input must be sought from the Director, Transnational Education and Alliances, prior to finalisation or Publication by either party.

Using UOW alumni and donors for UOW marketing and promotional activities

5. The Advancement Division manages UOW's relationship with its alumni and philanthropic donors. It is critical that any communication with alumni and donors is managed effectively and that their privacy is respected. Not all requests to communicate with alumni and donors can be supported.
6. All requests to publish Promotional Communications to alumni or philanthropic donors must be made to the Advancement Division prior to any dissemination being made.

Using the general disclaimer with External Audiences

7. Printed Materials developed for an External Audience must display the following general disclaimer:

The University of Wollongong attempts to ensure that the information contained in this publication is correct at the time of production (insert month & year), however, sections may be amended without notice by the University in response to changing circumstances or for any other reason. You should check with the University at the time of contact whether any later information is available.

Legislative requirements for Marketing to International Students

2. Promotional Communications or UOW Wide Communications which may be accessed by overseas students considering study in Australia must adhere to the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (The National Code) and the *Education Services to Overseas Students Act 2000* (Commonwealth), and must publish the UOW institutional CRICOS code.

3. Any course offered by UOW that is available to international students must also have a valid CRICOS code before it can be promoted. This CRICOS code must be published in any Promotional Communications or UOW Wide Communications which may be accessed by overseas students considering study in Australia, in accordance with the processes outlined in the Production of Marketing Material Guidelines.

9 External Advertising

1. The Strategic Marketing and Communications Unit manages and has oversight of Advertising supplier relationships and makes bookings for all external Advertising, other than those listed below:-
 - (a) The Human Resources Division coordinates and books all staff recruitment Advertising using approved UOW branded templates, which have been developed specifically for this purpose.
 - (b) The Student Services Division may make bookings for domestic and international student recruitment advertising and liaise with advertising agencies about development of artwork, production of copy and placement of advertisements.
 - (c) Sub Brand managers may coordinate their own external advertising, but must keep the Strategic Marketing and Communications Unit informed of their Advertising activities.
2. Where a unit within UOW wishes to place an Advertisement and a relevant template or design does not exist, that unit must work with the Strategic Marketing and Communications Unit to develop an appropriate solution.
3. The Strategic Marketing and Communications Unit will facilitate approval of the draft Advertisement, prior to finalisation or Publication, in accordance with Section 5 of this policy.

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10 Using External Creative Service Providers

1. From time to time, UOW may appoint a Third Party to provide brand related creative or communication services including but not limited to designers, graphic artists, photographers, videographers, typographers, musicians, illustrators, media booking and public relations service providers ("Creative Service Providers").
2. UOW has a series of processes for engaging Creative Service Providers that mitigate possible risks to UOW, such as legal, intellectual property ownership, brand and reputation management and economic risks. These processes ensure:
 - (a) legally binding agreements are entered into between UOW and the Creative Service Provider that cover intellectual property ownership and rights;
 - (b) strategic oversight of applied UOW Marks to protect the UOW brand and reputation;
 - (c) probity and economic risks are addressed by maintaining preferred supplier relationships and optimal procurement practices.
3. Where Staff wish to engage a Creative Service Provider, they should first check the preferred supplier list, to determine if a suitable creative service provider has already been engaged by UOW.
4. If a suitable preferred supplier does not exist, then Staff should consult with the Strategic Marketing and Communications Unit to ensure the appropriate processes are followed and appropriate Creative Service Providers are engaged.
5. The Strategic Marketing and Communications Unit will assess the required business needs against the processes outlined above and provide appropriate support or direction.

11 Media Communications Activities

1. The Media Communications team within the Strategic Marketing and Communications Unit is

responsible for managing all media relations for UOW and its entities, research centres and activities.

2. The Media Communications team will engage with UOW subject experts, senior management, Staff and Students to proactively issue news releases and story leads, respond to incoming requests from journalists, and to provide advice to Staff in dealing with the media.
3. All media enquiries must be referred to the Strategic Marketing and Communications Unit's Media Communications team to allow a timely, accurate response.
4. The Chancellor, Vice-Chancellor, members of the Senior Executive, or other approved officers of the University as specified in the Delegations of Authority Policy and/or in resolutions of Council are the principal spokespeople for all matters relating to UOW policy and corporate issues, in accordance with the Use of the University Name in Public Statements policy.
5. Any public statements made by anyone in the UOW Community must be in accordance with the Use of the University Name in Public Statements Policy.

Notifying the Media Communications team

6. It is important that the Media Communications team are kept informed of events that may attract media attention. This includes events with UOW involvement, members of the media approaching Staff for comment, or Staff wishing to speak to the media.
7. Staff are required to advise the Media Communications team of any expected media visits or upcoming media opportunities as soon as possible and preferably at least a week prior to the media visit / opportunity.
8. Staff should also contact the Media Communications team as promptly as possible if they anticipate an issue may become contentious or of interest to the media.

Media releases

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9. UOW media releases are only to be issued by the Media Communications team within the Strategic Marketing and Communications Unit, ensuring that:
 - (a) the content is professionally written in journalistic style
 - (b) the timing of the story's release is appropriately coordinated with other UOW media activities
 - (c) the content is correct and appropriately authorised for release
10. The Strategic Marketing and Communications Unit can assist in proactively managing content and availability of spokespersons when the media make enquiries.

Staff Comment to the media

11. Staff authorised to represent UOW to the media must conduct themselves at all times as representatives of UOW and in accordance with all UOW policies regarding authorised spokespersons, including but not limited to, the Use of the University Name in Public Statements Policy, the Use of the University Name by Third Parties Policy and the UOW Code of Conduct. This includes disclosing their official position.
12. In compliance with this policy, where media opportunities are identified, Staff are encouraged to share their expertise with the media on matters of community interest and to communicate to the media on matters within their area of qualification and expertise.
13. When Academic Staff or a Divisional Director is asked to communicate to the media as a representative of UOW on a matter within their area of expertise, they must state they are an employee of UOW. The Staff member can also name the relevant division, academic unit or research group to which they belong.
14. Sub Brands may be required to represent themselves differently to the media. To ensure Sub Brands are represented appropriately, Sub Brand Managers should contact the Media

Communications team to develop an agreed positioning statement.

15. Any comment by Staff on matters outside of that staff member's area of expertise, or in circumstances where that Staff member is not speaking as a representative of UOW, must be expressly and clearly made in that Staff member's private capacity. A clear distinction should be made, by stating that the comments are personal opinions.
16. Staff are advised to contact the Media Communications team for advice on the best way to represent themselves to the media and seek advice and assistance regarding media interview preparation and skill development.

Student Comment to the media

17. Where Students have been selected by the University to be a representative of UOW to discuss their course of study with the media, such comments must be made in accordance with the Use of the University Name in Public Statements Policy, the Use of the University Name by Third Parties Policy and the Student Conduct Rules.
18. Students are advised to contact the Media Communications team for advice on the best way to represent themselves to the media and seek advice and assistance regarding media interview preparation and skill development.

Niche Media Communication Requirements

19. Some units of UOW may have specialist, niche or specific needs with regards to media communications activities, where such activities support targeted approved strategies and goals
20. Where such a need exists, that unit should contact the Media Communications team, to collaborate on the development of a media strategy, which outlines appropriate media sources, key messages, timings, opportunities and roles and responsibilities.
21. This media strategy must be endorsed by the relevant Executive Dean or Administrative Director and the Media Communications Manager. It must then be approved by the relevant Senior Executive portfolio owner.
22. The unit will be responsible for implementing the media strategy and the Media Communications team will provide advice and oversight

12 Sponsorship Activities

1. Sponsorship may be a mutually beneficial arrangement and can positively impact UOW's brand, positioning and reputation.
2. The Strategic Marketing and Communications Unit and the Advancement Division will work together to ensure there is a consistent and aligned approach to the management of sponsorships across UOW.

Community Sponsorships

3. "Community Sponsorships" are those where UOW provides an individual, group or organisation with financial or other assistance towards the production of goods, services, activities or events, in order to champion social, cultural, environmental and economic developments within its regional communities.
4. Community Sponsorships are facilitated through the Advancement Division. Areas within UOW wishing to undertake a Community Sponsorship must contact the Advancement Division to discuss the application process.
5. The Advancement Division will review all requests for Community Sponsorships in accordance with the Community Investment Policy and refer applications to the Community Investment Steering Group, for their endorsement, as appropriate.
6. Once approved by the Chief Administrative Officer, a Community Sponsorship is centrally funded through the Community Investment Steering Committee.

Marketing Sponsorships

7. Marketing Sponsorships are those where a specific area of UOW, such as a Faculty or Division, associates itself with a Third Party for an activity or event, normally directed at a specific target audience, in order to positively impact on UOW's brand and reputation.
8. Examples of Marketing Sponsorships include but are not limited to sponsorship of school awards and prizes, academic conferences, lectures, presentations, events or exhibitions, activities relating to student marketing, student recruitment and retention.
9. Marketing Sponsorships will normally be funded by the specific Faculty, Division, unit or area entering into the sponsorship agreement.
10. Prior to committing to a Marketing Sponsorship, Staff must contact the Strategic Marketing and Communications Unit to discuss the strategic benefits of the association and the approvals process.
11. Where a Faculty, Division or area within UOW wishes to undertake a Marketing Sponsorship, it is expected that such activities will be governed by a legally binding agreement, which includes conditions around the use of a UOW Mark for the promotion of that activity or event. The Legal Services Unit can assist with the drafting or reviewing of such an agreement.
12. The Deputy Vice-Chancellor (Academic) must provide approval to undertake a Marketing Sponsorship. Where a Third Party is involved, it must also be approved by the Chief Administrative Officer, in accordance with the Use of the University Name by Third Parties Policy.
13. The approvals process must be facilitated through the Executive Dean, Divisional Director, Faculty Executive Manager or the Senior Manager, Strategic Marketing and Communications Unit.

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14. The association of a UOW Mark with a sponsored event or activity implies endorsement by UOW of that event or activity to the intended audience.
15. The UOW Mark to be used in sponsored activities or events shall be:
 - (a) The UOW Master Brand Mark; or
 - (b) Where appropriate and approved, a relevant Sub Brand Mark.

13 UOW's Web Presence

1. All UOW website development must comply with the Web Management Policy and Website Design and Brand Style Guide.

Distinct websites

2. From time to time, UOW may seek to undertake an alliance, collaboration or other relationship with a Third Party, which could require the development of a website separate or distinct from UOW's website.
3. Prior to exploring and developing the separate or distinct website, the Staff member managing the relationship must consult with the Strategic Marketing and Communications Unit with regards to design, use of UOW Marks and overall fit with the UOW digital marketing strategy and web strategy.
4. The Strategic Marketing and Communications Unit may seek advice or endorsement from the relevant Senior Executive portfolio owner about the development of the separate or distinct website, before any development work is undertaken.
5. Where the development of a separate or distinct website is approved in accordance with Section 13.4 of this policy, a legally binding agreement must be developed through the Legal Services Unit, defining the specific terms of the relationship, including duration and parameters around

the use of UOW Marks.

14 UOW's Social Media Presence

1. The Strategic Marketing and Communications Unit coordinates Social Media marketing activities at an institutional level and provides social listening reporting, analytics, advice and oversight of the UOW's digital marketing activities, including via Social Media.
2. Social Media marketing activities may be undertaken at Faculty, Unit or individual Staff level provided that such use is in an official capacity, has approval from the relevant Divisional Director, Executive Dean or Faculty Executive Manager and acts in accordance with the Social Media Policy.
3. Staff must consult with the Strategic Marketing and Communications Unit before creating an official Social Media presence.
4. All activities undertaken on official UOW Social Media channels must be done in accordance with the Social Media Policy.

15 UOW Campus Signage

1. Signage forms an important part of UOW's applied visual identity. Where signage needs to be developed for an onshore campus, it must conform to the Signage Design and Production Guidelines, which are managed by Print and Distribution Services.
2. Signage can be internal or external, affixed to a building or within a UOW campus environment, and is either permanent, temporary or event related.
3. All concepts for signage projects that vary from the Signage Design and Production Guidelines must be approved by the Strategic Marketing and Communications Unit prior to production and

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16 Roles & Responsibilities

1. The Strategic Marketing and Communications Unit:
 - is responsible for developing, managing and maintaining all elements of UOW Marks, including relevant guidelines;
 - provides support and advice on the use of the UOW the brand and its elements;
 - provides support and advice for strategic marketing activities;
 - provides advice and guidance on corporate marketing, communications and promotional activities;
 - has oversight of and influence over the UOW web strategy, design of the website and also manages homepage content;
 - develops the UOW Social Media strategy, and provides advice and monitoring for Social Media activity across the organisation;
 - provides advice on implementing appropriate UOW branded communications;
 - liaises with media on all corporate promotional and marketing activities;
 - oversees and coordinates UOW's media activities;
 - audits UOW marketing materials as necessary;
 - reviews relevant brand related policies, procedures and guidelines regularly to ensure that they remain relevant and consistent with the UOW's strategic plan and other policies;
 - monitors compliance with this policy.
2. Sub Brand managers are responsible for:
 - managing their marketing, promotions and events in a way that is consistent with the approved Sub Brand Mark as well as the UOW's brand and reputation
 - ensuring their marketing activities align with UOWs marketing, communications and positioning strategies, and
 - keeping the Strategic Marketing and Communications Unit informed of their marketing,

advertising and promotional activities for each calendar year, or as otherwise agreed.

3. The Student Services Division is responsible for managing UOW's future student recruitment efforts, including promotions, relationship marketing and events, as well as managing the admission standards and processes that support the intake process, provision of offers and managing acceptances. They are also responsible for managing onshore current student administration and communication and graduation.
4. The Transnational Education & Alliance Unit (TNEA) supports and enhances UOW's global positioning and international capability through the establishment and ongoing management of all transnational education programs (offshore and twinning); as well as oversee the development and ongoing management of a strategic partners list.
5. The Advancement Division is responsible for the strategic, university wide integration and co-ordination of alumni relations, fundraising and community engagement functions to support the development of enduring relationships to provide multiple opportunities and connections to support the mission of UOW.
6. The Information Management and Technology Services Division is responsible for aspects of the management, governance and development of UOW's website and intranet, in collaboration with the Strategic Marketing and Communications Division and under the direction of the Web Governance Committee.
7. The Research and Innovation Division (RAID) is responsible for supporting UOW researchers to achieve the best possible outcomes in attracting funding to undertake research, develop internal and external collaborations and partnerships and commercial opportunities. RAID is comprised of the following areas:
 - i. Research Services Office: The central coordination point for UOW's research grant activities, administration, and promoting and profiling UOW research locally, nationally and internationally.
 - ii. The Innovation and Commercial Research Division is responsible for administration of commercial research at UOW and commercialisation of UOW's intellectual property. It delivers engagement with UOW researchers through the facilitation of relationships with government bodies, industry, communities and academic research facilities. The Innovation and Commercial Research Division also has a responsibility for the iAccelerate Sub Brand Mark.
 - iii. Global Challenges Program: Responsible for managing marketing, promotions and events related to its research activities and outcomes
8. The Commercial Development Unit manages all aspects of Innovation Campus marketing and related activities, in consultation with the Strategic Marketing and Communications Unit.
9. The Human Resources Division is responsible for managing marketing and communications activities for recruitment sourcing and attraction of future staff within policies and guidelines set by the Strategic Marketing and Communications Unit.
10. Print and Distribution Services are the primary contact for all printing requirements for UOW and are responsible for:-
 - developing and printing all UOW corporate stationery; and
 - developing, designing and managing the production of all UOW signage, whether internal, external or event related.
11. Faculties, Divisions and Units not specifically mentioned above are responsible for managing their marketing, promotions and events in a way that is consistent with the UOW brand and reputation and aligns with UOW's marketing, communications and positioning strategies.
12. The UOW Community is responsible for informing themselves and understanding the contents

of this policy and related guidelines and appendices, to ensure there is consistent and professional promotion of the UOW brand and reputation.

17 Version Control and Change History

Version Control	Date Effective	Approved By	Amendment
1		Council	First Version. Replaces the Production of Marketing Material and Use of the UOW Brand Policy.

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